

Claims:

1. A method of providing advertisements to a user searching for desired information within a data network, comprising the steps of:

receiving, from the user, a search request including a search argument corresponding to the desired information;

searching, based upon the received search argument, a first database having data network related information to generate search results;

correlating the received search argument to a particular advertisement in a second database having advertisement related information; and

providing the search results together with the particular advertisement to the user.

2. A method as claimed in claim 1, wherein the step of correlating the received search argument to the particular advertisement including selecting the particular advertisement based on the received search argument and user profile data.

3. A method as claimed in claim 2, wherein the user profile data includes selections of the user from previous search arguments.

9 providing the search results to the user.

1 9. A system for providing advertisements to a user
2 searching for desired information within a data network,
3 comprising:

7 means for searching, based upon the received
8 search argument, a first database having data network
9 related information to generate search results;

13 means for providing the search results together
14 with the particular advertisement to the user.

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1 11. A method of providing advertisements to a user
2 searching for desired information within a data network,
3 comprising the steps of:

4 receiving, at a server, a search request sent
5 from a user, the search request including a search argument
6 corresponding to the desired information;

7 searching, by the server computer based upon the
8 received search argument, a first database to generate
9 search results, the first database having data network
10 related information and being contained on the server
11 computer;

12 correlating the received search argument to a
13 particular advertisement in a second database having
14 advertisement related information, the second database
15 contained on a client computer; and

16 providing the search results together with the
17 particular advertisement to the user.

1 12. A method as claimed in claim 11, wherein the step
2 of correlating the received search argument to the
3 particular advertisement includes selecting the particular
4 advertisement based on the received search argument and
5 user profile data.

1 14. A method as claimed in claim 13, wherein the user
2 profile data is based partially upon previous search
3 results for the user.

1 15. A method as claimed in claim 14, wherein the user
2 profile data includes user specified preferences.

1 16. A method as claimed in claim 11, wherein the step
2 of providing the search results and the particular
3 advertisement to the user includes displaying the search
4 results as a page on a data processing device and the
5 particular advertisement as an insert on the page.

1 17. A method as claimed in claim 11, wherein the step
2 of correlating the received search argument to a particular
3 advertisement in the second database is performed by the
4 client computer.

1 18. A method as claimed in claim 11, wherein:
 2 the server computer is a database search engine
 3 computer; and
 4 the client computer is an access provider
 5 computer.

1 19. A method as claimed in claim 11, wherein:
 2 the server computer is a database search engine
 3 computer; and
 4 the client computer is an associate search engine
 5 computer.

1 20. A method for accessing user profile data within
 2 a data network by a server computer coupled to a data
 3 network, comprising the steps of:
 4 determining a need for user profile data for a
 5 user coupled to the data network;
 6 determining an identity of a client computer
 7 coupled to the data network that stores the user profile
 8 data;
 9 requesting the user profile data from the client
 10 computer;
 11 retrieving the user profile data from the client
 12 computer; and
 13 processing the user profile data in conjunction
 14 with the need.

1 21. A method as claimed in claim 20, wherein the
2 client computer is an access provider computer of a
3 plurality of access provider computers, each of the
4 plurality of access provider computers storing user profile
5 data for a respective set of users.

1 22. A method as claimed in claim 20, wherein the
2 client computer is an end user device respective to the
3 user.

1 23. A method as claimed in claim 22, wherein the
2 server computer is an access provider computer.

1 24. A method as claimed in claim 22, wherein the
2 server computer is a database search engine.

1 25. A method as claimed in claim 20, wherein the step
2 of processing includes performing a search for desired
3 information within the data network, the search based
4 partially upon the user profile data.

1 26. A method as claimed in claim 20, wherein the step
2 of processing includes re-prioritizing search results based
3 partially upon the user profile data.

1 28. A method as claimed in claim 20, wherein the user
2 profile data includes a type of computer employed by the
3 user.

1 ~~SVN~~ 29. A method for providing search results to a user
2 that correspond to desired information within a data
3 network, the method comprising the steps of:

~~4 receiving, from the user, a search request that~~
~~5 includes a search argument corresponding to the desired~~
~~6 information;~~

7 searching, based upon the received search
8 argument, a database having data network related
9 information to generate search results;

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10         retrieving user profile data for the user;

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11 re-prioritizing the search results based upon the
12 user profile data to produce re-prioritized search results;
13 and

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14         providing the re-prioritized search results to
15     the user.

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1 30. A method as claimed in claim 29, further
 2 comprising:
 3 updating the user profile data;
 4 re-prioritizing the search results again to
 5 produce again re-prioritized search results; and
 6 providing the again re-prioritized search results
 7 to the user.

1 31. A method as claimed in claim 29, further
 2 comprising updating the user profile data based upon the
 3 search argument.

1 32. A method as claimed in claim 29, further
 2 comprising updating the user profile data based upon the
 3 search results.

1 33. A method as claimed in claim 29, wherein the user
 2 profile data is selected from the group consisting of
 3 social data, family data, political data, technological
 4 data, geographical data, environmental data and educational
 5 data.

1 34. A method as claimed in claim 29, further
 2 comprising updating of the user profile data by the user.

1 35. A method as claimed in claim 29, wherein the user
2 profile data includes a type of computer employed by the
3 user.

1 36. A method for providing search results to a user
2 that correspond to desired information within a data
3 network, the method comprising the steps of:

4 receiving, from the user, a search request that
5 includes a search argument corresponding to the desired
6 information;

7 retrieving user profile data for the user;

8 creating a modified search argument based upon
9 the user profile data and the search argument;

10 searching, based upon the modified search
11 argument, a database having data network related
12 information to generate search results; and

13 providing the search results to the user.

1 37. A method as claimed in claim 36, further
2 comprising:

3 correlating the modified search argument to a
4 particular advertisement in a second database having
5 advertisement related information; and

6 providing the particular advertisement together
7 with the search results to the user.

1 38. A method as claimed in claim 36, further
2 comprising:

3 correlating the user profile data to a particular
4 advertisement in a second database having advertisement
5 related information; and

6 providing the particular advertisement together
7 with the search results to the user.

39. A method as claimed in claim 36, further comprising updating the user profile data based upon the search results.

1 40. A method as claimed in claim 36, wherein the user
2 profile data is selected from the group consisting of
3 social data, family data, political data, technological
4 data, geographical data, environmental data and educational
5 data.

4 providing the search results to the user.

6 providing the particular advertisement together
7 with the search results to the user.

1 43. A method as claimed in claim 41, further
2 comprising:

3 correlating the user profile data to a particular
4 advertisement in a second database having advertisement
5 related information; and

6 providing the particular advertisement together
7 with the search results to the user.

1 44. A method as claimed in claim 41, further
2 comprising updating the user profile data based upon the
3 search results.

1 45. A method as claimed in claim 41, wherein the user
2 profile data is selected from the group consisting of
3 social data, family data, political data, technological
4 data, geographical data, environmental data and educational
5 data.

1 46. A method for presenting advertisements to a user
 2 accessing a data network via an end user device, the method
 3 comprising the steps of:

4 transmitting a plurality of advertisements to the
 5 user via the end user device;

6 for each of the plurality of advertisements
 7 presented to the user via the user device, recording an
 8 environment within which the advertisement was presented;

9 for each of the plurality of advertisements
 10 transmitted to the user via the user device, determining
 11 whether the advertisement was successful; and

12 altering the environment of subsequent
 13 advertisements transmitted to the user via the user device
 14 based upon the environment of prior successful
 15 advertisements.

1 47. A method as claimed in claim 46, wherein the
 2 environment is presented within a browser.

1 48. A method as claimed in claim 46, wherein altering
 2 the environment of subsequent advertisements transmitted to
 3 the user includes incorporating common elements of prior
 4 successful advertisements.

1 52. A method as claimed in claim 49, further
2 comprising providing feedback to a source of the
3 advertisements regarding elements of prior successful
4 advertisements.

4 . receiving, from the user, a search request that
5 includes a search argument corresponding to the desired
6 information;

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7         retrieving user profile data for the user;
8         searching, based upon the search argument, a
9         database having data network related information to
10        generate search results;

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11 creating an enhanced presentation environment for
12 the user based upon the user profile data; and

13 providing the search results to the user within
14 the enhanced presentation environment.

1 54. A method as claimed in claim 53, wherein the
2 enhanced presentation environment includes aural
3 enhancements.

1 55. A method as claimed in claim 53, wherein the
2 enhanced presentation environment includes textual
3 enhancements.

1 56. A method as claimed in claim 53, wherein the
2 enhanced presentation environment includes anecdotal
3 enhancements.

1 57. A method as claimed in claim 53, further
2 comprising modifying the user profile data based upon user
3 feedback relating to the enhanced presentation environment.

1 58. A method for providing advertisements to a user
2 searching for desired information within a data network,
3 the method comprising the steps of:

4 receiving, from the user, a search request
5 including a search argument corresponding to the desired
6 information;

7 searching, based upon the received search
8 argument, a first database having data network related
9 information to generate search results;

10 correlating the received search argument to a
11 particular advertisement in a second database having
12 advertisement related information;

13 providing the search results together with the
14 particular advertisement to the user;

15 determining whether the advertisement was
16 successful; and

17 altering criteria for subsequent correlations of
18 received search arguments to the second database.

1 59. A method as claimed in claim 58, wherein the step
2 of correlating the received search argument to the
3 particular advertisement includes selecting the particular
4 advertisement based on the received search argument and
5 user profile data.

1 60. A method as claimed in claim 59, wherein the user
2 profile data includes selections of the user from previous
3 search arguments.

1 61. A method as claimed in claim 60, wherein the user
2 profile data includes selections of the user from previous
3 search results.

1 62. A method as claimed in claim 61, wherein the user
2 profile data includes user specified preferences.

1 63. A method as claimed in claim 58, wherein the step
2 of providing the search results and the particular
3 advertisement to the user includes displaying the search
4 results as a page on a data processing device and the
5 particular advertisement as an insert on the page.

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1 64. A method for providing advertisements to a user
2 searching for desired information within a data network,
3 the method comprising the steps of:

4 receiving, from the user, a search request
5 including a search argument corresponding to the desired
6 information;

7 searching, based upon the received search
8 argument, a first database having data network related
9 information to generate search results;

10 correlating the received search argument to a
11 particular advertisement in a second database having
12 advertisement related information;

13 providing the search results together with the
14 particular advertisement to the user;

15 determining that the advertisement was
16 successful; and

17 tracking a toll due by an associated seller.

1 65. A method as claimed in claim 64, wherein the
2 environment is presented within a browser.

1 66. A method as claimed in claim 64, wherein the
2 advertisement includes a link to the associated seller.

1 67. A method as claimed in claim 66, wherein the toll
2 is tracked when the user implements the link to the
3 associated seller.

1 68. A method as claimed in claim 66, wherein the toll
2 is tracked when the user makes a purchase.

1 69. A method for providing advertisements to a user
2 searching for desired information within a data network,
3 the method comprising the steps of:

4 receiving, from the user, a search request
5 including a search argument corresponding to the desired
6 information;

7 searching, based upon the received search
8 argument, a first database having data network related
9 information to generate search results;

10 correlating the received search argument to a
11 particular advertisement in a second database having
12 advertisement related information;

13 providing the search results together with the
14 particular advertisement to the user;

15 receiving feedback regarding whether the
16 advertisement was successful; and

17 dynamically altering relational preferences for
18 subsequent correlations of received search arguments to the
19 second database.

1 70. A method as claimed in claim 69, wherein the step
2 of correlating the received search argument to the
3 particular advertisement includes selecting the particular
4 advertisement based on the received search argument and
5 user profile data.

1 71. A method as claimed in claim 70, wherein the user
2 profile data includes selections of the user from previous
3 search arguments.

1 72. A method as claimed in claim 71, wherein the user
2 profile data includes selections of the user from previous
3 search results.

1 73. A method as claimed in claim 72, wherein the user
2 profile data includes user specified preferences.

1 74. A method as claimed in claim 69, wherein the step
2 of providing the search results and the particular
3 advertisement to the user includes displaying the search
4 results as a page on a data processing device and the
5 particular advertisement as an insert on the page.

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4 a server computer coupled to the data network
5 that receives a search request from the user, the search
6 request including a search argument corresponding to the
7 desired information;

13 an associative search engine coupled to the
14 server computer that correlates the received search
15 argument to a particular advertisement in a second database
16 having advertisement related information, the second
17 database contained on a client computer; and

1 76. The advertising machine of claim 75, wherein the
2 associative search engine selects the particular
3 advertisement based on the received search argument and
4 user profile data.

1 81. The advertising machine of claim 80, wherein the
2 user profile database comprises a distributed database
3 having a plurality of database locations across the data
4 network.

1 82. The advertising machine of claim 80, wherein the
2 server computer comprises an access provider computer.

1 83. The advertising machine of claim 80, wherein the
2 server computer comprises a database search engine.

1 84. The advertising machine of claim 83, wherein the
2 server computer performs a search for desired information
3 within the data network, the search based partially upon
4 the user profile data.

1 85. The advertising machine of claim 84, wherein the
2 server computer re-prioritizes search results based
3 partially upon the user profile data.

1 86. A search engine for providing search results to
2 a user that correspond to desired information within a data
3 network, the search engine comprising:

4 a server computer coupled to the data network
5 that receives, from the user, a search request that
6 includes a search argument corresponding to the desired
7 information;

8 a database search engine coupled to the server
9 computer that searches, based upon the received search
10 argument, a contextual database having data network related
11 information to generate search results;

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12         the server computer retrieves user profile data
13 for the user;
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14 the server computer re-prioritizes the search
15 results based upon the user profile data to produce re-
16 prioritized search results; and

17 the server computer provides the re-prioritized
18 search results to the user.

1 87. The search engine of claim 86, wherein:
2 the server computer updates the user profile
3 data;

4 the server computer re-prioritizes the search
5 results again to produce again re-prioritized search
6 results; and

7 the server computer provides the again re-
8 prioritized search results to the user.

1 88. The search engine of claim 87, wherein the server
2 computer updates the user profile data based upon the
3 search argument.

1 89. The search engine of claim 87, wherein the server
2 computer updates the user profile data based upon the
3 search results.

1 90. The search engine of claim 87, wherein the user
2 updates the user profile data.

1 91. A search engine for providing search results to
2 a user that correspond to desired information within a data
3 network, the search engine comprising:

4 a server computer coupled to the data network
5 that receives, from the user, a search request that
6 includes a search argument corresponding to the desired
7 information;

8 the server computer retrieves user profile data
9 for the user;

10 the server computer creates a modified search
11 argument based upon the user profile data and the search
12 argument;

13 a database search engine coupled to the server
14 computer that searches, based upon the modified search
15 argument, a database having data network related
16 information to generate search results; and

17 the server provides the search results to the
18 user.

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1 92. The search engine of claim 91, further
2 comprising:

3 an associative search engine coupled to the
4 server computer that correlates the modified search
5 argument to a particular advertisement in a second database
6 having advertisement related information; and

7 the server computer provides the particular
8 advertisement together with the search results to the user.

1 93. The search engine of claim 91, further
2 comprising:

3 an associative search engine coupled to the
4 server computer that correlates the user profile data to a
5 particular advertisement in a second database having
6 advertisement related information; and

7 the server computer provides the particular
8 advertisement together with the search results to the user.

1 94. A search engine for providing search results to
2 a user that correspond to desired information within a data
3 network, the search engine comprising:

4 a server computer coupled to the data network
5 that receives a search request from the user, the search
6 request including a search argument corresponding to the
7 desired information;

8 the server computer retrieves user profile data
9 for the user;

10 an associative search engine coupled to the
11 server computer that determines a particular database to
12 search based upon the user profile data, the particular
13 database having network related information relating to the
14 user profile data;

15 a database search engine coupled to the server
16 computer that searches, based upon the search argument, the
17 particular database to generate search results; and

18 the server computer provides the search results
19 to the user.

1 95. The search engine of claim 94, wherein:
2 the associative search engine further correlates
3 the search argument to a particular advertisement in a
4 second database having advertisement related information;
5 and
6 the server computer provides the particular
7 advertisement together with the search results to the user.

1 96. The search engine of claim 94, wherein:
2 the associative search engine further correlates
3 the user profile data to a particular advertisement in a
4 second database having advertisement related information;
5 and
6 the server computer providing the particular
7 advertisement together with the search results to the user.

1 97. An advertising machine coupled to a data network
2 for providing advertisements to a user, the advertising
3 machine comprising:

4 a server computer coupled to the data network
5 that transmits a plurality of advertisements to the user
6 via the data network and an end user device;

7 the server computer, for each of the plurality of
8 advertisements presented to the user via the user device,
9 records an environment within which the advertisement was
10 presented;

11 the server computer, for each of the plurality of
12 advertisements transmitted to the user via the user device,
13 determines whether the advertisement was successful; and

14 the server computer altering the environment of
15 subsequent advertisements transmitted to the user via the
16 data network and the user device based upon the environment
17 of prior successful advertisements.

1 98. The advertising machine of claim 97, wherein, in
2 altering the environment of subsequent advertisements
3 transmitted to the user, the server computer incorporates
4 common elements of prior successful advertisements.

1 99. An end user device that couples to a data network
2 and that presents advertisements to a user, the end user
3 device comprising:

4 a data network interface that couples to the data
5 network and receives a plurality of advertisements at the
6 end user device;

7 a processor that couples to the data network
8 interface;

9 a display coupled to the processor and the data
10 network interface upon which the plurality of
11 advertisements are presented to the user, each of the
12 plurality of advertisements presented in a particular
13 respective environment;

14 the processor, after each of the plurality of
15 advertisements presented to the user at the user device,
16 recording the environment within which the advertisement
17 was presented;

18 the processor, for each of the plurality of
19 advertisements presented to the user at the user device,
20 determining whether the advertisement was successful;

21 the processor altering the environment of a
22 subsequent advertisement based upon the environment of
23 prior successful advertisements; and

24 the display presenting the subsequent
25 advertisement to the user with an altered environment.

1 100. The end user device of claim 99, wherein the
2 environment is presented within a browser.

1 101. The end user device of claim 99, wherein the
2 processor alters the environment of subsequent
3 advertisements presented to the user by incorporating
4 common elements of prior successful advertisements.

1 102. The end user device of claim 99, wherein the
2 processor provides feedback to a source of the
3 advertisements via the data network interface regarding
4 elements of prior successful advertisements.

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1 103. A search engine for providing search results to
2 a user that correspond to desired information within a data
3 network, the search engine comprising:

4 a server computer coupled to the data network
5 that receives a search request from the user, the search
6 request including a search argument corresponding to the
7 desired information;

8 the server computer retrieves user profile data
9 for the user;

10 a database search engine coupled to the server
11 computer that searches, based upon the search argument, the
12 particular database to generate search results;

13 the server computer provides the search results
14 to the user;

15 the server computer creates an enhanced
16 presentation environment for the user based upon the user
17 profile data; and

18 the server computer provides the search results
19 to the user within the enhanced presentation environment.

1 104. The search engine of claim 103, wherein the
2 enhanced presentation includes aural enhancements.

1 105. The search engine of claim 103, wherein the
2 enhanced presentation includes textual enhancements.

1 107. An advertising machine coupled to a data network
2 for providing advertisements to a user, the advertising
3 machine comprising:

4 a server computer coupled to the data network
5 that receives a search request from the user, the search
6 request including a search argument corresponding to the
7 desired information;

8 a database search engine coupled to the server
9 computer that receives the search argument from the server
10 computer and searches a first database to generate search
11 results, the first database having data network related
12 information and being contained on the server computer;

13 an associative search engine coupled to the
14 server computer that correlates the received search
15 argument to a particular advertisement in a second database
16 having advertisement related information, the second
17 database contained on a client computer;

18 the server computer providing the search results
19 together with the particular advertisement to the user;

20 the server computer determining whether the
21 advertisement was successful; and

22 the server computer altering criteria for
23 subsequent correlations of received search arguments to the
24 second database.

1 108. The advertising machine of claim 107, wherein the
2 associative search engine correlates the received search
3 argument to the particular advertisement based on the
4 received search argument and user profile data.

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1 109. An advertising machine for providing
2 advertisements to a user searching for desired information
3 within a data network, the advertising machine comprising:

4 a server computer coupled to the data network
5 that receives a search request from the user, the search
6 request including a search argument corresponding to the
7 desired information;

8 a database search engine coupled to the server
9 computer that receives the search argument from the server
10 computer and searches a first database to generate search
11 results, the first database having data network related
12 information and being contained on the server computer;

13 an associative search engine coupled to the
14 server computer that correlates the received search
15 argument to a particular advertisement in a second database
16 having advertisement related information, the second
17 database contained on a client computer;

18 the server computer providing the search results
19 together with the particular advertisement to the user;

20 the server computer determining that the
21 advertisement was successful; and

22 the server computer tracking a toll due by an
23 associated seller.

1 110. The advertising machine of claim 109, wherein the
2 server computer provides a link to the associated seller.

1 111. The advertising machine of claim 110, wherein the
2 toll is tracked when the user implements the link to the
3 associated seller.

1 112. The advertising machine of claim 109, wherein the
2 toll is tracked when the user makes a purchase.

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